

# Trademark/Service Mark Application, Principal Register

Serial Number: 85755792

Filing Date: 10/16/2012

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85755792
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">THREADFLIP</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	THREADFLIP
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Threadflip, Inc.
<b>*STREET</b>	188 King Street, Ste 605
<b>*CITY</b>	San Francisco
<b>*STATE (Required for U.S. applicants)</b>	California
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE (Required for U.S. applicants only)</b>	94107
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	corporation

<b>STATE/COUNTRY OF INCORPORATION</b>	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>* IDENTIFICATION</b>	Software, namely, downloadable software which creates a marketplace for buyers and sellers of pre-owned clothing, jewelry, shoes, bags and accessories; downloadable software that allows registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking; downloadable software that provides a two-way system for users of a marketplace to evaluate and provide feedback regarding parties they have interacted with via the marketplace
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 12/00/2011
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 12/00/2011
<b>SPECIMEN FILE NAME(S)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT 16\857\557\85755792\xml1\APP0003.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	screenshot of Applicant's mobile software application, available for download
<b>INTERNATIONAL CLASS</b>	035
<b>* IDENTIFICATION</b>	Online retail store services featuring clothing, jewelry, shoes, bags and accessories; Operating online marketplaces featuring pre-owned clothing, jewelry, shoes, bags and accessories; computerized on-line ordering services of clothing, jewelry, shoes, bags and accessories; providing a searchable web site featuring clothing, jewelry, shoes, bags and accessories; business services, namely assisting others in pricing and selling their pre-owned clothing, jewelry, shoes, bags and accessories
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 12/00/2011
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 12/00/2011
<b>SPECIMEN FILE NAME(S)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT 16\857\557\85755792\xml1\APP0004.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT 16\857\557\85755792\xml1\</a>

	<a href="#">APP0005.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	screenshots of Applicant's website, displaying Applicant's online retail store; screenshot of check out screen on Applicant's site
<b>INTERNATIONAL CLASS</b>	042
<b>* IDENTIFICATION</b>	Providing temporary use of a web-based software application for providing an online marketplace for buyers and sellers of goods on a global computer network; creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring the purchase and sale of pre-owned clothing, jewelry, shoes, bags and accessories; providing temporary use of a web-based software application for providing a two-way system for users of an online marketplace to evaluate and provide feedback regarding parties they have interacted with via the online marketplace; providing customized online web pages featuring user-defined information related to style and color preferences for clothing, jewelry, shoes, bags and accessories
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 12/00/2011
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 12/00/2011
<b>SPECIMEN FILE NAME(S)</b>	
<b>JPG FILE(S)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\857\557\85755792\xml1\APP0006.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\857\557\85755792\xml1\APP0009.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">SPE0-505320961-184544006 . Threadflip - Cl. 42 - Specimen 2 Mashable article .pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\857\557\85755792\xml1\APP0007.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\857\557\85755792\xml1\APP0008.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Log in screen for Applicant's online site; article about Applicant in Mashable; screenshot of Applicant's online site explaining how the software works
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Holly Pranger
<b>FIRM NAME</b>	Pranger Law Group
<b>STREET</b>	3223 Webster Street

<b>CITY</b>	San Francisco
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	94123
<b>PHONE</b>	415.885.9800
<b>FAX</b>	415.346.8987
<b>EMAIL ADDRESS</b>	hpranger@prangerlaw.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Holly Pranger
<b>FIRM NAME</b>	Pranger Law Group
<b>STREET</b>	3223 Webster Street
<b>CITY</b>	San Francisco
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	94123
<b>PHONE</b>	415.885.9800
<b>FAX</b>	415.346.8987
<b>EMAIL ADDRESS</b>	hpranger@prangerlaw.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	3
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	975
<b>*TOTAL FEE PAID</b>	975
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/Holly Pranger/

<b>SIGNATORY'S NAME</b>	Holly Pranger
<b>SIGNATORY'S POSITION</b>	Attorney of Record, CA Bar Member
<b>DATE SIGNED</b>	10/16/2012

---

## Trademark/Service Mark Application, Principal Register

**Serial Number: 85755792**

**Filing Date: 10/16/2012**

### To the Commissioner for Trademarks:

**MARK:** THREADFLIP (Standard Characters, see [mark](#))

The literal element of the mark consists of THREADFLIP.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Threadflip, Inc., a corporation of Delaware, having an address of

188 King Street, Ste 605

San Francisco, California 94107

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: Software, namely, downloadable software which creates a marketplace for buyers and sellers of pre-owned clothing, jewelry, shoes, bags and accessories; downloadable software that allows registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking; downloadable software that provides a two-way system for users of a marketplace to evaluate and provide feedback regarding parties they have interacted with via the marketplace

In International Class 009, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/00/2011, and first used in commerce at least as early as 12/00/2011, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) screenshot of Applicant's mobile software application, available for download.

[Specimen File 1](#)

International Class 035: Online retail store services featuring clothing, jewelry, shoes, bags and accessories; Operating online marketplaces featuring pre-owned clothing, jewelry, shoes, bags and accessories; computerized on-line ordering services of clothing, jewelry, shoes, bags and accessories; providing a searchable web site featuring clothing, jewelry, shoes, bags and accessories; business services, namely assisting others in pricing and selling their pre-owned clothing, jewelry, shoes, bags and accessories

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/00/2011, and first used in commerce at least as

early as 12/00/2011, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) screenshots of Applicant's website, displaying Applicant's online retail store; screenshot of check out screen on Applicant's site.

[Specimen File1](#)

[Specimen File2](#)

International Class 042: Providing temporary use of a web-based software application for providing an online marketplace for buyers and sellers of goods on a global computer network; creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring the purchase and sale of pre-owned clothing, jewelry, shoes, bags and accessories; providing temporary use of a web-based software application for providing a two-way system for users of an online marketplace to evaluate and provide feedback regarding parties they have interacted with via the online marketplace; providing customized online web pages featuring user-defined information related to style and color preferences for clothing, jewelry, shoes, bags and accessories

In International Class 042, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/00/2011, and first used in commerce at least as early as 12/00/2011, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Log in screen for Applicant's online site; article about Applicant in Mashable; screenshot of Applicant's online site explaining how the software works.

**JPG file(s):**

[Specimen File1](#)

[Specimen File2](#)

**Original PDF file:**

[SPE0-505320961-184544006\\_ \\_ Threadflip - Cl. 42 - Specimen 2 Mashable article .pdf](#)

**Converted PDF file(s) (2 pages)**

[Specimen File1](#)

[Specimen File2](#)

The applicant's current Attorney Information:

Holly Pranger of Pranger Law Group  
3223 Webster Street  
San Francisco, California 94123  
United States

The applicant's current Correspondence Information:

Holly Pranger  
Pranger Law Group  
3223 Webster Street  
San Francisco, California 94123  
415.885.9800(phone)  
415.346.8987(fax)  
hpranger@prangerlaw.com (authorized)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

### **Declaration Signature**

Signature: /Holly Pranger/ Date: 10/16/2012  
Signatory's Name: Holly Pranger  
Signatory's Position: Attorney of Record, CA Bar Member  
RAM Sale Number: 6451  
RAM Accounting Date: 10/17/2012

Serial Number: 85755792  
Internet Transmission Date: Tue Oct 16 19:24:21 EDT 2012  
TEAS Stamp: USPTO/BAS-50.53.209.61-20121016192421277  
315-85755792-4901b414f79a7271c9874406034  
8d93b0ba-CC-6451-20121016184544006446



# THREADFLIP



Threadflip

www.threadflip.com/cart


Threadflip

Cart Summary

Place Order

Confirmation

☒



*In 1 other cart!*

**KATE SPADE NEW BOND STREET FLORENCE**

*\$197 / One size*

**SELLER: ENOCHA TELLUS**

X

SUBTOTAL: \$197.00

CHECKOUT

TOTAL INCLUDES SHIPPING!

Have a promo code? Enter it here

Promo code

APPLY

Questions? Comments? +

BlogMobileWhite Glove ServiceAboutFAQPhoto TipsPrivacy

2:28 PM10/16/2012

Shop | Threadflip - Design

www.threadflip.com/shop/clothing

Search

Threadflip

❤️🛒0

LOGIN

SHIPPING INCLUDED ON EVERY ORDER

INVITE FRIENDS EARN MONEY!

❤️

SHOP, SELL AND FLIP FOR THINGS YOU LOVE!  
LOGIN TO GET ACCESS TO PREMIUM FEATURES

LOGIN

SHOP

CLOTHING JEWELRY SHOES BAGS ACCESSORIES PREMIUM

ACTIVITY


+SELL

FILTER

SIZE: ALL

PRICE: ALL PRICES


SORT BY: RECOMMENDED



size small  
CHEVRON DRESS

\$37 ~~\$60~~ (38% OFF)  
SHIPPING INCLUDED

28




size medium / Joie  
JOIE CHUNKY KNIT ...

\$157

SHIPPING INCLUDED


46



size x / Calvin Klein  
BRIGHT GREEN CALV...

\$157 ~~\$280~~ (44% OFF)  
SHIPPING INCLUDED


9





size small / American Apparel  
AMERICAN APPAREL ...


\$42 ~~\$62~~ (32% OFF)  
SHIPPING INCLUDED

25



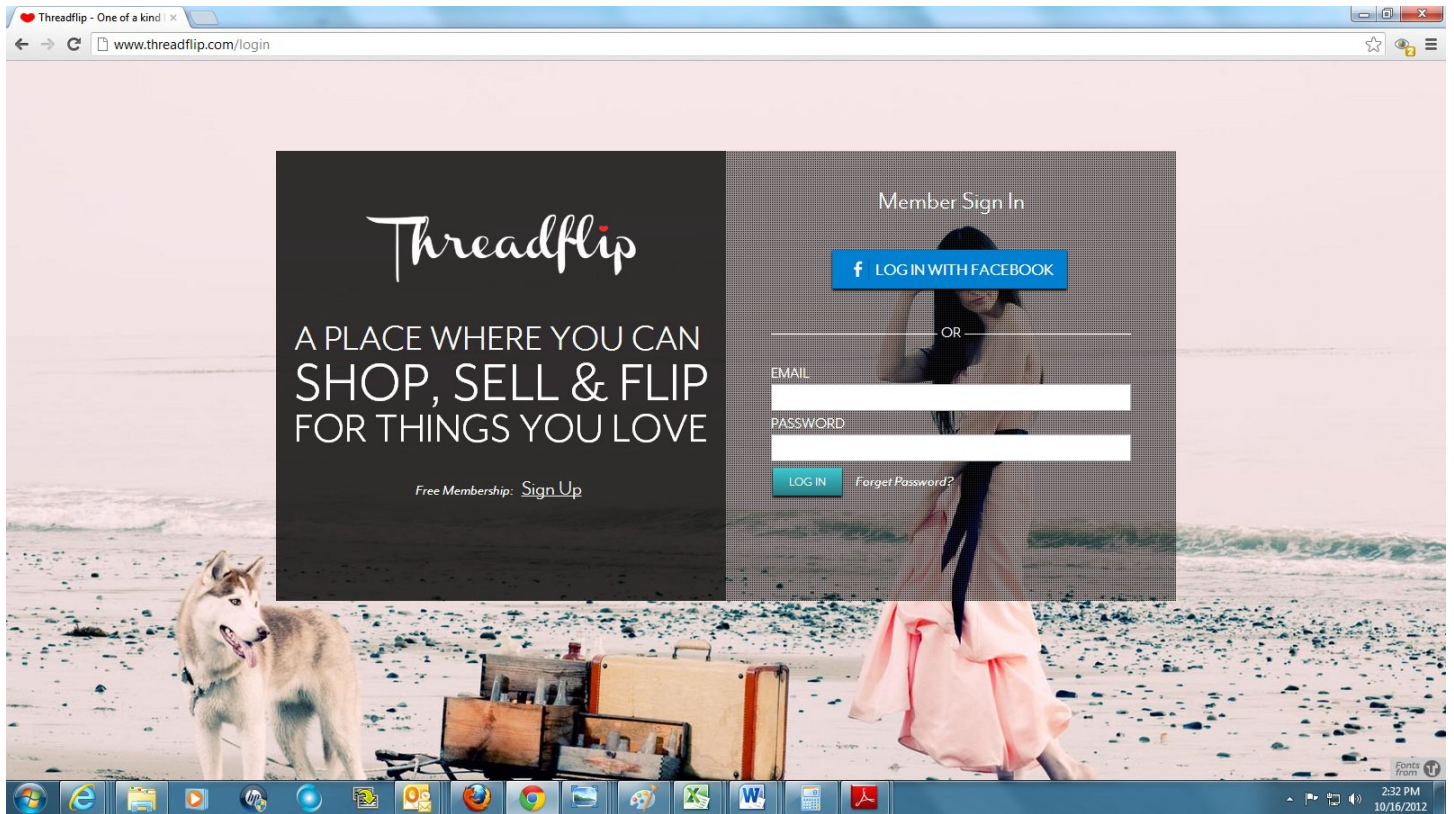






Blog Mobile White Glove Service About FAQ Photo Tips Privacy

2:31 PM 10/16/2012





## Ebay a Hassle? Check Out This Platform for Secondhand Fashion



May 18, 2012 by [Lauren Indvik](#)



The [Spark of Genius Series](#) highlights a unique feature of startups and is made possible by [Microsoft BizSpark](#). If you would like to have your startup considered for inclusion, please see the details [here](#).

**Name:** [Threadflip](#)

**Quick Pitch:** Buy and sell pre-owned clothing and accessories.

**Genius Idea:** More convenient and personal than selling on eBay.

[Copious](#), [99dresses](#), [Fashionlend](#), [Nearly Newlywed](#), [Poshmark](#): there's been a proliferation of web and mobile-based channels for selling pre-owned clothing and accessories as of late. These businesses are aiming to carve a slice out of an area long dominated by the likes of eBay, Etsy and local consignment shops.



[Threadflip](#), a San Francisco-based company that launched with \$1.6 million in seed funding last month, is among the latest of these.

Like its competitors, Threadflip lets you buy and sell secondhand fashion goods. Where it differs is in its level of service. Threadflip provides an end-to-end shipping solution that saves sellers laborious trips to the post office. The company also offers a "white glove service" for sellers who want to be less involved: simply send your items, and the company will do the photographing, listing and shipping for you.

You'll be charged a 15% transaction fee if you do your own listing. For white glove service, you'll have to fork over between 40% and 50% of the selling price.

Threadflip has done a good job of making the site feel human and personal. Buyers and sellers are identified not by anonymous usernames, but by their Facebook profiles, which creates a greater sense of transparency and trust between parties. The site also profiles various sellers — many who are, seemingly, fashion bloggers — inviting you to explore their wares as if you were inside a boutique of their own design. That format also encourages users to spend more time browsing and exploring — rather than searching — for goods, making it more likely that they'll buy something they didn't know they wanted.

What's next? Founder and CEO Manik Singh says the startup is focused on building out support for its white glove service, and preparing to release its iOS app. After iOS, Android is next on the road map.

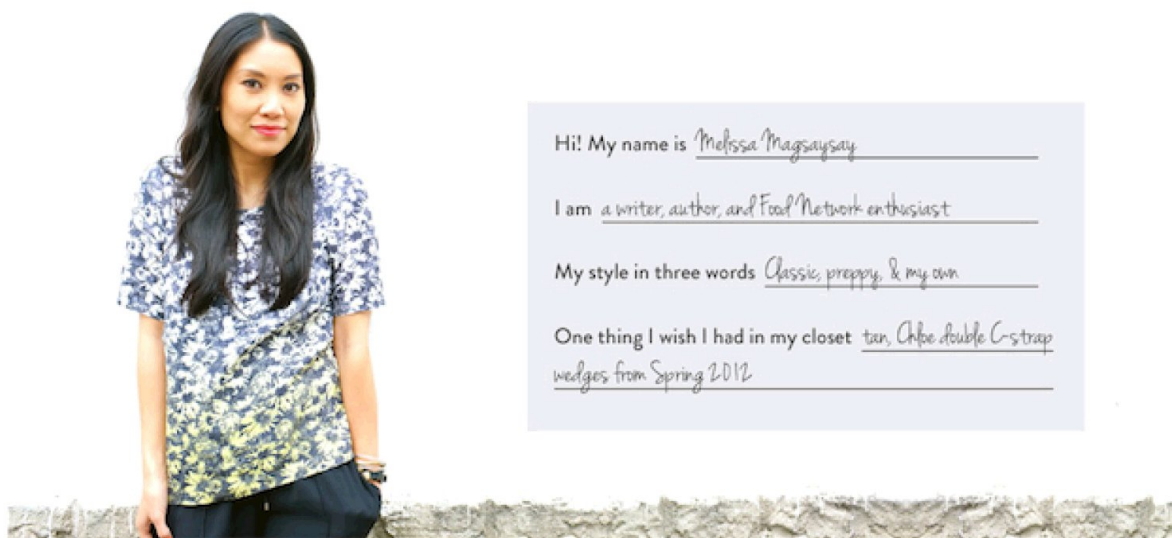
---

### Series Supported by Microsoft BizSpark

---



The [Spark of Genius Series](#) highlights a unique feature of startups and is made possible by [Microsoft BizSpark](#), a startup program that gives you three-year access to the latest Microsoft development tools, as well as connecting you to a nationwide network of investors and incubators. There are no upfront costs, so if your business is privately owned, less than three years old, and generates less than U.S.\$1 million in annual revenue, you can [sign up today](#).



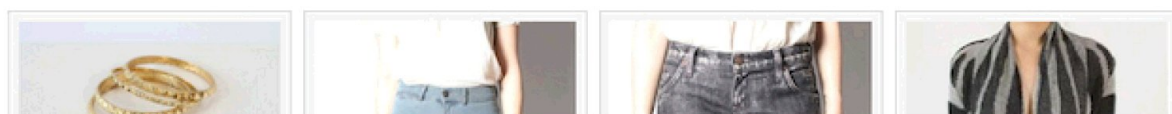
Hi! My name is Melissa Magsaysay

I am a writer, author, and Food Network enthusiast

My style in three words Classic, preppy, & my own

One thing I wish I had in my closet tan Chloë double C-strap wedges from Spring 2012

## Melissa's Closet



Shop | Threadflip - Design | About | Threadflip - Design

www.threadflip.com/about

Search

Threadflip

❤️🛒👤

## Vision

Threadflip is pioneering a new social shopping experience by offering women a simple way to convert their closets into a dynamic boutique-like experience, connecting buyers with sellers, and capturing the collaborative energy of shopping with friends. We hope to revolutionize the world of online shopping by providing a new way to discover, buy and sell fashion.

## Story

Threadflip was inspired by CEO Manik's wife Tea, who was having trouble parting ways with a pricey pair of boots that she no longer wore. When he asked her why she kept them, she said because they were beautiful and unique and reminded her of a certain moment in time, and that she would only want to give them up to someone who would appreciate them as much. Existing options like eBay or a consignment store were very impersonal and not easy to use. The boots eventually found a good home with Threadflip co-founder Jeff's girlfriend Kim, who adores them just as much as Tea does but is actually wearing them. We realized the boots represented the tremendous potential of unused items in the average woman's closet, and an idea was born. Read more about our story [on our blog](#).


## Investors

Threadflip is backed by top-tier angel and venture investment firms. Our seed round is led by First Round Capital and Baseline Ventures, with additional funding from Dave Morin of Slow Ventures, Forerunner Ventures, Greylock Discovery Fund and Andreessen Horowitz Seed Fund. Threadflip is also fortunate to have the support of a wide range of advisors, from successful tech entrepreneurs to high-fashion tastemakers.

Questions? Comments? +

## How It Works

Threadflip is a social marketplace for buying, selling, and discovering new, unique, and pre-loved



2:35 PM  
10/16/2012